CLAIMS

What is claimed is:

1.   A computer-implemented method for determining an optimal price, comprising:
     receiving a plurality of prices associated with a price-frequency mathematical distribution, utilizing an input device;
     receiving a number of competitors, utilizing the input device;
     receiving a business objective, utilizing the input device;
     receiving a cost associated with a good or service, utilizing the input device;
     calculating an optimal price, utilizing a processor coupled to the input device; and
     outputting the optimal price, utilizing an output device coupled to the processor.

2.   The method as recited in claim 1, wherein the price-frequency mathematical distribution includes a price-frequency mathematical curve.

3.   The method as recited in claim 1, wherein the plurality of prices include a highest frequency price.

4.   The method as recited in claim 1, wherein the plurality of prices include a mean price.

5.   The method as recited in claim 1, wherein the plurality of prices include a standard deviation low price.

6.   The method as recited in claim 1, wherein the plurality of prices include a standard deviation high price.

7.   The method as recited in claim 1, wherein the plurality of prices include a price associated with a beginning of the price-frequency mathematical distribution.

8.   The method as recited in claim 1, wherein the plurality of prices include a price associated with an end of the price-frequency mathematical distribution.

9.   The method as recited in claim 1, wherein the business objective includes maximizing revenue for the good or service.

10.   The method as recited in claim 1, wherein the business objective includes maximizing gross profit for the good or service.

11.   The method as recited in claim 1, wherein the business objective includes maximizing factory utilization for the good or service.

12.   The method as recited in claim 1, wherein the business objective includes maximizing market share for the good or service.

13.   The method as recited in claim 1, and further comprising receiving a sales and administration cost, utilizing the input device.

14.   The method as recited in claim 13, wherein the business objective includes maximizing earnings before income tax (EBIT) for the good or service.

15.   The method as recited in claim 1, wherein the calculating is carried out utilizing a frequency distribution engine, a probability of win engine, an expected results engine.

16.   The method as recited in claim 1, wherein the calculating includes computing a frequency distribution of the prices.

17.   The method as recited in claim 16, wherein the calculating further includes adjusting the probability of a customer purchase based on the number of competitors.

18.   The method as recited in claim 17, wherein the calculating further includes calculating at least one value selected from the group consisting of units sold, an income, a cost of goods, a gross profit, a sales general and administrative expense, and earnings before income tax for each price, wherein the at least one value is stored in a table.

19.   A computer program product embodied on a computer readable medium for determining an optimal price, comprising:

computer code for receiving a plurality of prices associated with a price-frequency mathematical distribution;

computer code for receiving a number of competitors;

computer code for receiving a business objective;

computer code for receiving a cost associated with a good or service;

computer code for calculating an optimal price based on the prices, number of competitors, business objective, and cost associated with the good or service; and

computer code for outputting the optimal price.

20.   A system for determining an optimal price, comprising:

an input device for receiving a plurality of prices associated with a price-frequency mathematical distribution, a number of competitors, a business objective, and a cost associated with good or service;

a processor coupled to the input device, the processor adapted for calculating an optimal price based on the prices, number of competitors, business objective, and cost associated with the good or service; and

an output device coupled to the processor for outputting the optimal price.